

MAXIMS OF POLITENESS ON *ALICE IN WONDERLAND* MOVIE (PRAGMATIC ANALYSIS)

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Abstract

Politeness is ethics in socializing by using a good choice of words, and pay attention to where, when, to whom, and for what purpose we are talking. Politeness is a type of behavior allowed speaker to engage in social interaction in atmosphere of relative harmony. Thus, Leech specifies the maxim more carefully and comprehensively which constraint influencing speaker's communicative behavior. The aims of this research are to identify and to analyze maxim of politeness in Alice in Wonderland movie. Data were analyzed using qualitative descriptive analysis methods with steps to reduce or choose the main subject then analyze and categorize according to maxim of politeness in movie conversation. The results showed that Alice in Wonderland movie consist of Maxim which proposed by Leech such as generosity, tact, approbation, modesty, agreement, and sympathy.

Keywords: *Alice in wonderland, Maxim, Politeness*

INTRODUCTION

Language is a tool of human to communicate from one speaker with other speaker in which language is also a way to unifier society. Every place does not have the same language, sometimes language can be misunderstood by people who did not have the same language. According to Budiman (1987) language is the people's words, thoughts, and feelings that are organized and used as a means of communication between members of the community. Meanwhile, Kridalaksana and Kentjono (in Chaer, 1994) language is a sound symbol arbitrator used by members of a social group to collaborate, communicate, and identify themselves.

In communication, we must pay attention to the speech partner and the speech situation so that the purpose of communication

can be conveyed properly. Politeness is often described superficially as an action just to be polite, but the important meaning of politeness is a link between Cooperative Principle with the problem how to relate effort and meaning. When communicate, people pursue two kinds of goal. One is called the illocutionary goals, i.e. what people want to do through linguistic communication (e.g. to ask permission, give advice, etc.). The other involves social goals, i.e. people want to maintain good communicative relations with other people. Thus, it means politeness with other people is related with our environment which when you communicate with someone politely the goals of communicating are succeed.

Communication activity could take place if the participants are such substitutions

can all be actively involved in the speaking process. In order for the communication process of the speaker and hearer can run smoothly, they have to cooperate. One good way of cooperation can be done with polite behavior in speaking. If politeness in speech can be maintained properly, the speech will run as expected. In communicating, we often encounter that not all speech has meaning in accordance with its constituent words. The emergence of pragmatics in the early 1960s can facilitate researchers in examining it. Leech (1993) stated that pragmatic science used to associate a meaning (grammatical meaning) a speech with a pragmatic power, or the power illocutionary speech. According to (Wijana,1993) pragmatics is the science of the utterances meaning in certain situations. Pragmatics is a branch of linguistics that studies the structure of language externally, namely how linguistic units are used in communication

Politeness according to Astari et al (2016) when we use language, both spoken and written language, we must obey certain rules so as not to make anyone feel offended or even more to fall face. Therefore, they use strategies in teaching a speech in order to make a sentence spoken politely without offending the listener. Politeness has a meaning related to one's behavior or gestures, words, and attitudes. Politeness in speech is very important because it can create effective communication between speakers and speech partners. This is in line with Markhamah and

Sabardila (2009:153) that politeness in language is basically the way the speaker in communicating so that the speech partner does not feel pressured, cornered, or offended.

In daily social interactions, speakers must keep the conversation running smoothly and the relationship between communication participants is not disrupted. To realize this, the application of politeness in language is very important in conversation. The aim is to create a harmonious relationship between the communication participants involved. Malhari (2015:7) in his research entitled Importance of Politeness Principle explains that politeness can increase mutual understanding and create harmonious relationships between communication participants. Malhari also came to the conclusion that politeness contributed to the creation of effective, friendly and comfortable interactions in society. This opinion is also strengthened by Aziz's research (2005:212) which concludes that the realization of language politeness is more directed at efforts to maintain harmony among fellow citizens and maintain self-image in the presence of speech partners especially among fellow close friends, neighbors, or foreign guests. This means that politeness in language really needs attention in the process of communication in the community.

Politeness is could show up in the movie, the dialogue of the movie could be researched as a part of politeness. Politeness comprises linguistic and non-linguistic

behavior through which people indicate that they take other's feeling of how they should be treated into account. (Merriam Webster, 1928) Movie is a story represented in motion picture, and also movie is considered to be an important art form, a source of popular entertainment and a powerful method for educating or indoctrinating citizens. Movie is also can researched from the dialogues, the dialogue of the movie can represent the politeness, which can be divided into each Maxims of Politeness.

Based on the above, the authors are interested in examining modesty speak, because of polite speech will facilitate in maintaining the communication process. Leech (1993) divides the principle of politeness into 6 maxims. From the sixth division of the maxim such as the Generosity Maxim is Other-oriented expressing positive politeness, while Tact Maxim is Speaker-oriented expressing negative politeness is displayed by the remaining four pairs: The Approbation/ Modesty Maxim (compliments/self-devaluation), the Speaker to Other obligation or Other to Speaker obligation Maxims (apologies, thanks, responses to these), The Opinion Maxims, i.e. the Agreement/Opinion Reticence Maxims (agreeing/not giving opinion), and the Feeling Maxims, i.e. the Sympathy/Feeling Reticence Maxim (congratulating, commiserating/withholding feelings).

The writer wants to research the movie of *Alice in Wonderland*, this movie is

based on the novel wrote by Lewis Carroll which this is an American fantasy movie directed by Tim Burton and scripted by Linda Woolverton on 2010. The movie is released by Walt Disney Pictures. The writer wants to know deeper about the dialogue of the movie through the Principle of Politeness which could be researched to divide the dialogue into each maxim in Politeness. The writer wants to figure it out what are Maxims does exist in the *Alice in Wonderland* based on the Pragmatics of Politeness by the perspective of Geoffrey Leech.

METHODS

This research is a qualitative descriptive study. The research focus is the overall depiction of the use of expression politeness in the *Alice in Wonderland* movie. This is in line with Bogdan and Taylor (1970) in Moleong (2002:3) which stated that the qualitative methodology as a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior. The method used is a qualitative paradigm by expressing language factors in the use of politeness expressions. Observation technique is used to observe the use of politeness expressions of the characters in *Alice in Wonderland*. The data source used in this study is the *Alice in Wonderland* movie with many appearances of politeness speech acts. Data were collected by listening method, which is listening to the use of politeness expressions in the *Alice in Wonderland* movie

which is assisted with basic tapping techniques and advanced techniques of note taking. Data collected were analyzed using qualitative descriptive methods.

RESULTS AND DISCUSSION

These dialogues are reflecting the Maxim of Politeness refer to Generosity, Tact, Approbation, Modesty, Agreement, Sympathy Maxim.

Generosity Maxim

Give a high value to other's wants, the Generosity Maxim is commissive it is like: offers, invitation, and promises is other-oriented expressing positives politeness. The generosity maxim criteria are: 1.) Minimize benefit to self, 2.) Maximize cost to self. The researcher finds the dialogue which fit into the Generosity Maxim.

The Dormouse: I could stick you if it would help.

Alice: It might actually. Thank you.

The Dormouse: My pleasure.

In this dialogue Dormouse asked Alice to help her realized, that she was not dreaming in the Wonderland, even Dormouse stick Alice foot but Alice feel thank you for it although it was hurt. Based on the Maxim, this dialogue is fit into Generosity Maxim because of Dormouse was offering himself to stick Alice foot without lice asking.

Alice: Where to? I don't know the way.

Cheshire Cat: Fine. I'll take you there. But that's the end of it.

In the middle of Wonderland forest Cheshire took Alice find the way to meet Hatter in the Wonderland to ask how to get out there. In this case Cheshire offering Alice to find the way out and the researcher assumed that this is fit into Generosity Maxim because of Cheshire Cat offering Alice without Alice asking and Cheshire did not take any advantage.

Mad Hatter: You're safe now. The Bloodhound will lead them away.

Mad Hatter put Alice into the teapot because Knave and the colonies are looking for Alice and also Bloodhound was already told by Hatter to lead the packed of Knave to find Alice which it was a swindle. In this dialogue Hatter was save Alice lives because she was chasing by Red Queen, and it is mean that Hatter give high value for Alice for saving her life without take any benefits which is suitable into Generosity Maxim.

Tact Maxim

Give a low value to speakers wants respectively, which the Tact Maxim directives it is like: impositions such as requests is speaker-oriented. The tact maxim criteria are: 1.) Minimize cost to other. 2.) Maximize benefit to other. The dialogues fit into Tact Maxim are:

Alice: It's good to see you again, Your Highness. I have something that belongs to you.

Alice met White Queen in her castle to give her Voper sword that stolen by Red Queen. In this case Alice met White Queen to give back the sword and this dialogue is fit into Tact Maxim because Alice gives a benefit to White Queen which Alice did not any advantages of it that exact to Tact Maxim aspect give a low value to speaker.

Alice's Father: But I'll tell you all the best people are.

Alice father told to Alice in her bedroom with a smile is okay to be mad and bonker, because Alice had a same odd dream since she was child. The dialogue is reflecting that Alice's Father gave a high value to Alice that she is a part of best people. Because of having a same odd dreaming does not mean she is mad or crazy. Instead of judging Alice she was mad, her father made Alice smile she is the best people.

Lady ascot: Alice dear, shall we take a leisurely stroll through the garden, just you and me?

Lady Ascot asked Alice to stroll with her with a very manner language and smile. In the corner of the dance party and Alice just answering with an eye answered. This dialogue is Lady Ascot asking Alice to go strolling garden with her that the researcher assumed this is a politeness asking without maximize the cost for Alice as stated by the Tact Maxim.

Approbation Maxim

Give a high praise to other's and gives a low dispraise to others, which Approbation Maxim is applicable in illocutionary functions as expressive are like: thanking, congratulating, pardoning, blaming, praising, and condoling. The approbation maxim criteria are: 1.) Minimize dispraise of other. 2.) Maximize praise of other. The dialogues fit into Approbation Maxim are:

Lady Ascot: Helen. Alice, Dear. You're looking as lovely as ever. Hamish has been waiting to dance with you.

The Lady Ascot told Alice that she is so lovely in the corner of the park meaning she is so beautiful and Hamish will love her. In this dialogue Lady Ascot praising Alice that she is so beautiful which refer to Approbation Maxim Lady Ascot maximize praised Alice.

Lady Ascot: You're such a lovely girl, Alice. You're certain to have gorgeous children.

Lady Ascot had a conversation with Alice through walking in the park. Lady Ascot was admitting that Alice is a lovely girl and believed she would have beautiful children later, in this dialogue Lady Ascot maximize praised Alice with all credits which in the Approbation Maxim this dialogue is exact into the aspect.

Lord Ascot: My condolences, Madame. I think of your husband often. He was truly a man of vision.

Lord Ascot feels sorry about Alice's Mother losing her husband, and Alice's father is a good man as Lord Ascot perspective. Lord Ascot give a condolence to Alice's mother which suitable to Approbation Maxim that giving a condolence and minimize dispraise of Alice's Mother.

Modesty Maxim

Give a low praise to speaker which minimizing praise and maximizing praise of self or others this is applicable in expressive and assertive is like: self-devaluation. The modesty maxim criteria are: 1.) Minimize praise of self. 2.) Maximize dispraise of self. Dialogues are fit into Modesty Maxim:

Alice's Mother: I wish I didn't. But it's a consolation knowing it will be in your capable hands.

Alice's Mother feeling sad of sold his husband company but she knows it is the best way to sold it to a Lord Ascot which has an ability to run the company. They talked in the middle of dance party. In this case Alice's Mother dispraised herself sold her husband company although she did not want to do it. Which in the Modesty Maxim this dialogue is fit and reflecting the aspect of Modesty Maxim.

Alice: I wish I could help you. But I'm not who you think I am.

Alice told Hatter that she feels sorry she could not helped Hatter from chases of Knave and the colony. In this dialogue Alice feels sorry about could not help Hatter because she did not think that she could and

capable enough to helped Hatter chases by Knave. In this case Alice praised herself thus the researcher assumed the dialogue form into a part of Modesty Maxim.

White Queen: You have our deepest gratitude.

White Queen love to see Alice won the battle with the pet of Red Queen Jabberwocky. White Queen feels very happy because Alice won from Jabberwocky with a save life, and she was thankful Alice is still alright and White Queen very thanked to Alice for made Red Queen side was lost because of Alice hard work. The dialogue stated that White Queen was maximizing praised to Alice of her perseverance after war with Jabberwocky.

Agreement Maxim

Make a disagreement between of speaker with other is not often to occur, and make an agreement between of speaker with other as much as possible. It means this maxim is agreeing some ideas from others and applicable in assertive and avoiding disagreement. The agreement maxim criteria are: 1.) Minimize disagreement between self and other. 2.) Maximize agreement between self and other. Here are the dialogues fit into Agreement Maxim:

Alice's Mother: I'm sure this afternoon will lift her spirits immeasurably.
Lady Ascot: I'm certain of it.

Lady Ascot agreed with Alice Mother about Alice condition in the corner of dance

party. Lady Ascot worried about Alice condition after losing her father but Alice's Mother was made convincing Lady Ascot that she will be cheerful again as ever as Alice. In this dialogue the aspect of Politeness in Agreement Maxim is achieved because Lady Ascot agreed on Alice's Mother statement.

Lord Ascot: Charles Kingsley could see opportunity in the most strange and exotic places.

Alice's Mother: That he could.

Lord Ascot and Alice Mother had a conversation in the park when talking about Alice's father he was a good man with a vision on his head that everybody could not see it and thought he was mad. Lord Ascot believed Alice's father already had a very great place to have another opportunity in afterlife then Alice's Mother agreed with Lord Ascot which researcher can conclude from the dialogue it was fulfilled the aspect of Politeness in Agreement Maxim.

The Dormouse: It is Griblig.

Tomorrow is Quilian.

Platypus: Eggsactually.(exactly).

Platypus agreed with Dormouse with a slang word in the forest after looking the calendar of Wonderland called Griblig.

They already know what will happen because Griblig shows everything will occurred in the next. Then Platypus agreed with Dormouse with his language called Eggs actually which researcher assumed that is exactly do for agreement and suitable to the aspect of Politeness in Agreement Maxim.

Sympathy Maxim

Decrease an antipathy between of speaker with other as small as possible and increase sympathy as many as speaker with other. This maxim is applicable in assertive, it is like: congratulating, commiserating others and expressing a condolence. The sympathy maxim criteria are: 1.) Minimize antipathy between self and others. 2.) Maximize sympathy between self and other.

Alice's Mother: Alice? Are you alright?

Her mom asked Alice and Alice was answering with smiling. The place was in the horse train. Alice's Mother was worried about Alice condition because she just losing her father which have a same thought and have many visions. Alice's Mother just wants to make sure she is alright and could smile before they are arriving to Lord and Lady Ascot house. In this case Alice's Mother feels worried to Alice so she was asking Alice of what she felt this dialogue is related to the Sympathy Maxim of Politeness that commiserating Alice without maximizing the antipathy.

Lord Ascot: Poor dear. I hope it's not too long before she's herself again.

Lord Ascot give a sympathy to Alice after losing her father, he was talked to Alice Mother while walking in the park. Lord Ascot feel sorry about what was done to Alice and he is hoping that Alice would not longer to be sad until she is cheerful again. In this dialogue Lord Ascot give a suitable dialogue

to the aspect of Sympathy Maxim of Politeness which Lord Ascot be worried about Alice without minimize the expressing of condolences.

White Queen: Feel better?

Alice: Much. Thank you.

White Queen asked Alice when she woke up after the colony of Red Queen was chasing her when she left the castle of Red Queen. Alice succeeded to bring back the Vorpall sword that belongs to White Queen, Alice was very exhausted after she left Red Queen's castle. White Queen was made sure about Alice condition which in the aspect of Sympathy Maxim of Politeness the statement of White Queen is expressing of caring and also increased the sympathy.

CONCLUSION

The researcher is already identifying and classifying politeness aspect which exist in the dialogue from Alice in Wonderland movie, the researcher conclude that principle of politeness is could be found in the dialogue of *Alice in Wonderland* movie. Leech objects that politeness is clearly a phenomenon common to speakers of all languages and so the ideas of politeness. Thus, some of *Alice in Wonderland* movie dialogue element fit into six Maxims of Politeness which are: Tact Maxim, Generosity Maxim, Modesty Maxim, Approbation Maxim, Agreement Maxim, and Sympathy Maxim.

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